

Books like this fascinate me because they answer dinner-party questions like “how did Febreze become so popular” and “have you ever driven to work but not remembered the drive?”

This book answers those questions and a lot more around how to identify your own bad habits and create new good habits in their place.

Perhaps most importantly it helps as a parent to teach your kids to develop great habits that will benefit them... forever.

I found this book particularly interesting when the author dug into real life examples and scenarios that came to life; from how Febreze became a household brand, to how someone with severe brain damage can still be taught to be pseudo-independent by repetition and habit forming.

This book is both instructive and insightful. If you’re looking for a self-help book this probably isn’t it, but if you’re interested in the science of habits, and understanding your own, this is a wonderful read (or listen).

### *[The Power of Habit](#)*

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